

APR 12 1943

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



# FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 9, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 9 12:30- 1:30 P.M.	CELEBRATION: 1ST ANNI- VERSARY CDVO CENTER This is the official noting of the first anniversary of the large and important CDVO Center facing Grand Central Station, where thousands of people acquire knowledge on civilian activities and volunteer work for the war. Open to public. Contact: Mrs. J. Watson Webb, Pershing Square Information Center, 42nd Street, East.	CDVO INFORMATION AND WAR ACTIVITIES	PERSHING SQUARE
Friday April 9 3:00- 6:00 P.M.	DEBUT AND HOUSEWARMING FOR NEW WALLET Knight Leather Products invites Trade and Press to a housewarming for their new showrooms. The new Knight Lounge Wallet, the "Thin Man In Leather", newest Knight creation will be introduced. Open to Press and members of Trade. Publicity: Joyce Hirshon, BR. 9-9350.	KNIGHT LEATHER PRODUCTS	KNIGHT SHOWROOMS 389 FIFTH AVENUE
Friday April 9 8:15 P.M.	CIRCUS COMES TO TOWN Feature of this year's Circus is a presentation of an old-time street parade staged by John Murray Anderson. On opening night, the U.S. Treasury Department will take over for War Bond sales. Everyone attending must have purchased a War Bond. Publicity: Mr. Roland Butler, CI. 6-6600.	RINGLING BROS., BARNUM & BAILEY CIRCUS	MADISON SQUARE GARDEN 8TH AVE. AT 50TH STREET
Saturday April 10 11:30 A.M.	VICTORY GARDENS Billie Burke, stage and screen actress on new war-time food problem radio program will have as guest this week Mr. H. W. Hochbaum, Chairman of Committee on Victory Gardens of the U. S. Dept. of Agriculture, speaking directly from Washington. Additional feature will be interview with housewife on typical home problems. Publ.: Raymond C. Mayer, CI. 7-3649.	RADIO PROGRAM BY ACTRESS BILLIE BURKE	WABC (880 ON DIAL)
Saturday April 10 On..... While Circus Is In Town	CIRCUS CLOWNS AT BIG TOP RESTAURANT While the Circus is in town, some of its famous clowns will cut capers daily during the lunch hour in McCreery's Big Top Restaurant to amuse shoppers and children. This is an annual command performance, highly regarded by the McCreery clientele. Publicity: Elsie Porcell, WI. 7-7000.	JAMES MCCREERY	5TH AVE. AT 34TH ST. BIG TOP RESTAURANT, 2 FL.
Saturday April 10 2:00 P.M.	MOVIES OF THE "SPANISH EARTH" Showing the dramatic story of the Spanish Civil War by Ernest Hemingway. Open to Press and public. Publicity: Alice Merriam, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. LECTURE HALL
Sunday April 11 3:00 P.M.	OFFICIAL OPENING OF THE "DORMITORY & BREAKFAST CANTEEN FOR SERVICE MEN" Big celebration to mark opening. Officials of Armed Forces will be present. Guests of honor: Newbold Morris, Alfred Lunt and Lynn Fontanne. Purpose: to provide clean comfortable beds and breakfast for service men and alleviate hotel situation. Open to any man in Armed Forces of United Nations. Public invited for inspection after opening program. Contact: CO. 5-2415.	SPONSORED BY NEW YORK SECTION OF NATIONAL COUNCIL OF JEWISH WOMEN	5TH AVE. AT 76TH ST.



WEEK BEGINNING MONDAY, APRIL 12, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Opened	"LITTLE DEPARTMENT STORE" Every week, Fridays, to reduce absenteeism, the Bamberger Department Store conducts "Store" in the plant of the Otis Elevator Company where there are 500 women employees. As they have little time to shop, Bamberger's brings the department store to them, with a staff of 20 sales people. The plant adds 15 minutes to the lunch period to enable them to shop. Merchandise includes apparel, accessories, household effects, groceries, etc. Only samples are shown. Employees' orders are filled and delivered to their homes. This is an interesting new development in war-time store-keeping. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO., NEWARK, NEW JERSEY	OTIS ELEVATOR COMPANY FACTORY, HARRISON, N.J.
Now Showing	PERUVIAN ART COLLECTION Collection of Peruvian antiques, pre-Columbian textiles, ceramics, 23-carat golden tomb-jewelry, and costume water-colors by Margot Schmidt representing Peruvian creative work from the 2nd Century to the 18th--a follow-up of a very successful industrial exhibit of Peruvian merchandise shown as a traveling exhibit in stores throughout the country during late 1941 and 1942. To see, contact: LO. 7-8182.	PERUVIAN INDUSTRIES OF- FICIAL COMMERCIAL AGENCY	220 FIFTH AVENUE
Now Available For Free Bookings	TRAVELLING STORE EXHIBIT: "POLAND FIGHTS ON" Scores of mammoth war photo murals, war material, original drawings and cartoons, ocean pictures, world maps, pieces of dramatic statuary, etc. are all part of exhibit called "Poland Fights On", supplied by the Polish Government in London for a good-will tour of stores throughout this country. Exhibit is now on tour. To book for your store, free, contact: Mr. Irwin Shane, Publicity Features, Inc., 11 W. 42nd St., N.Y.C., LO. 5-5351.	OFFICIAL WAR EXHIBIT OF POLISH GOVT. IN LONDON	PUBLICITY FEATURES INC. 11 WEST 42ND STREET
Week of April 12 9:00 A.M.- 9:00 P.M. Saturday Until 5:00 P.M.	EXHIBIT OF FASHIONS OF 1914, FIRST WORLD WAR Irene Castle, the hobble skirt, and the days of the first bobbed hair are recalled in this final exhibit of the fashions of the eight periods during which this Country has been at war. Modern adaptations, designed by Traphagen students, are displayed on manikins, with exact replicas of historic costume originals from the museum collection. Open to public. Further information from: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)
Monday April 12 12:30- 1:30 P.M.	WEEKLY "QUICKIE" FASHION SHOW Streamline showing of career girls' budget wardrobe, presented within the lunch hour. Open to Press and public. Publ.: Ruth LeBron, WI. 7-8200.	OPPENHEIM COLLINS	33 WEST 34TH STREET 2ND FLOOR
Monday April 12 & April 19 1:00 P.M. Luncheon	"WIN YOUR EASTER BONNET" LUNCHEON Lunchers in the Iridium Room of the St. Regis Hotel on April 12th and April 19th will be judged on their millinery. The two women wearing the most attractive hats will each receive a prize of a new hat on display in the lobby of the hotel. Judges on April 12th: Mrs. Sherman Jenney and Prunella Wood. Judges on April 19th: Mrs. Orson D. Munn and Kay Vincent. Open to public. Luncheon, \$2. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.	ST. REGIS HOTEL	5TH AVE. AT 55TH STREET IRIDIUM ROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Week of Monday April 12 2:30 P.M.	ACTIVITIES OF BAMBERGER WOMAN POWER COUNCIL The Bamberger Woman Power Council, organized to get Jersey women started right in their war jobs, has for its program for the coming week, the following features: Mon., April 12, 11 A.M.--BEGINNING: NEW AMERICAN RED CROSS NUTRITION COURSE. 2:30 P.M.--2ND SECTION OF HANDY ANDY FIX IT YOURSELF REPEAT COURSE ON FURNITURE REPAIR. Tues., April 13, 2:30 P.M.--CLOTHES CLINIC: People invited to bring in their problem clothes. Wed., April 14, 2:30 P.M.--NEW SERIES: IF YOU CAN RUN AN IRONER, YOU CAN FILL 1 OF 500 SIMPLE MACHINE TOOL OPERATION JOBS. 7:00 P.M.--PRODUCING EGGS FOR HOME USE. Thurs., April 15, 2:30 P.M.--4TH SESSION: 1ST CANNING COURSE ON VEGETABLES. Fri., April 16, 2:30 P.M.--2ND SESSION: REPEAT COURSE, CANNING OF FRUITS. Sat., April 17, 2:30 P.M.--NEW COURSE ON DRESSMAKING: MAKE IT YOURSELF. Further information from Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO.	131 MARKET STREET NEWARK, NEW JERSEY
Monday April 12	"CARVATOY" CONTEST Carving as a creative game is suggested by Macy for home hobbies for adults as well as children. Prizes consist of War Bonds and Stamps awarded for creative originality in decorating carvings with paints. For further information, entry blanks, contact: Jean Sherry, CH. 4-2000.	R. H. MACY & CO., INC.	HERALD SQUARE HOBBY, TOY DEPTS., 5TH

Week	1ST SHOWING: SUMMER	MEMBERS OF MILLINERY	INDIVIDUAL
Beginning	HAT COLLECTIONS	CREATORS' GUILD	SHOWROOMS
Monday	BERNICE CHARLES	711 5TH AVE.	EDGAR J. LORIE 711 5TH AVE.
April 12	HARRISON HATS	" " "	GERMAINE MONTABERT " " "
	G. HOWARD HODGE	" " "	L.G. MEYERSON " " "
	JEANNE TETE	20 W. 57TH ST.	VOGUE HATS-GARFUNKEL MAKERS " "

Monday April 12- June 30	SIX NEW FAIRCHILD MANUALS Fairchild announces the publication of 6 new manuals prepared for wartime sales training under direction of Zelma Bendure. Publication dates follow: April 12, SELLING TABLE SETTINGS (Retailing Home Furnishings); April 26, SELLING FABRICS OVER THE COUNTER (Women's Wear Daily); April 29, SELLING COTTONS (Daily News Record); May 31, SELLING HOME COVERINGS (Retailing Home Furnishings); June 23, SELLING FURS (Women's Wear Daily); June 30, SELLING BLANKETS, BEDSPREADS AND COMFORTS (Daily News Record). Order from Fairchild Publications, 8 E. 13th St., enclosing 26¢ per copy, for delivery in N.Y.C.). Contact: AL. 4-5252.	FAIRCHILD PUBLICATIONS RETAIL SELLING DIVISION	8 EAST 13TH STREET
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Tuesday April 13- April 16 10:00 A.M.- 6:00 P.M.	WAR-TIME PACKAGING EXPOSITION This is a get-together on the part of package makers showing how to develop ingenuity in packaging even though materials are hard to get. Results are surprisingly good. Open to industry. Registration fee, full conference, members, \$5; non-members, \$8. One day, \$2 and \$3 respectively; one-half day, \$1 and \$2 respectively. Tuesday luncheon, April 13th, \$2.25. Wednesday luncheon, April 14th, \$2.25. Contact: James O. Rice, Editor, American Management Association, BR. 9-6055.	AMERICAN MANAGE- MENT ASSOCIATION	ASTOR HOTEL B'WAY AT 45TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 13 1:00 P.M. Luncheon	SUMMER COTTON CLASSICS SHOW Open to public. Luncheon, \$2. Press by invitation. Rosemary Sheehan, CO. 5-3147.	THE COTTON SHOP INC. (543 MADISON AVENUE)	RITZ CARLTON HOTEL OVAL ROOM Cotton Shop Publ.: Marion Morrison, PL. 3-4600.
Tuesday April 13 1:00 P.M. Luncheon	ANNUAL "EASTER PARADE FASHION SHOW Leading American designers will be represented in the annual "Easter Parade" luncheon fashion show to be given for benefit of the Nearly New Shop. Exhibitors include: Anthony Blotta, Polly Rosenthal, Morris Kraus, Maria Krum, Salta Knitting Mills, Groblu Knitting Mills, Clarepotter, Jo Copeland, Nettie Rosenstein, Norman Norell, Samuel Lange, Harry Collins. <u>Millinery</u> : Lilly Dache, John Frederics, Sally Victor, Florence Reichman. <u>Furs</u> by Arnheimer. <u>Jewels</u> : Cartier, Black Starr & Gorham. Orchid arrangements: Irene Hayes, orchids from Thomas Young Nurseries. 15 day nurseries and children's charities which this shop supports will share in benefits. Show under direction of June Hamilton Rhodes, Bureau of Fashion Trends. Admission, \$3.75. Chairman: Mrs. Ralph West Robey, CI. 7-0039. Publ.: June Hamilton Rhodes, WI. 7-7476.	NEARLY NEW SHOP (917 8TH AVE.)	WALDORF ASTORIA HOTEL GRAND BALLROOM
Tuesday, Wednesday April 13- April 14 3:00 P.M.	"LUXABLES FOR THE HOME FRONT" Now that more and more women are sewing their own and luxables are leaping to the front of the fashion pictures, Namm's presents a dramatic showing of costumes adapted from McCall Patterns in fresh-as-Spring fabrics. Oriette Schaidler, Lux fashionist and conservation expert, will demonstrate right and wrong methods of laundering as 5 lovely models show off delightful fashions. Each person attending will receive a box of Lux, free. Press and public invited. Publicity: Dorothy Meyer, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3 FL.
Wednesday April 14 12:30 P.M. Luncheon	SALES PROMOTION LUNCHEON "Is Fashion Advertising In On This Fight?", is to be an address by Chester La Roche, head of Young & Rubicam. He will give a promotion expert's point-of-view on what is happening to advertising and promotion during war time. This should be of special interest to all sales promotion and advertising members and their friends. Luncheon, \$1.60 (incl. tip). Contact: CI. 7-1734.	THE FASHION GROUP, INC. SALES PROMOTION DIVISION	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Wednesday April 14 12:30 P.M. Luncheon	MONTHLY LUNCHEON Speaker: Mr. Bruce Barton, President of Batten, Barton, Durstine & Osborn Inc., who is just back from extensive trip across country where he has been observing war production. Price of luncheon: \$1.35. Reservations from Mrs. Blake, WI. 7-5648. Publicity: Mary Johnson, CI. 5-4400.	ADVERTISING WOMEN OF NEW YORK	TOWN HALL CLUB 123 WEST 43RD STREET
Wednesday April 14 1:00 P.M. Luncheon	SHOWING OF SUMMER STYLES Luncheon showing of Summer fun and duty fashions. Open to public. Luncheon, \$2. Press by invitation. Lanz Publicity: Miss Wolf or Miss Herta, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANZ OF SALZBURG (668 5TH AVE.)	WALDORF ASTORIA HOTEL WEDGWOOD ROOM
Thursday April 15 12:30 P.M. Luncheon	BI-MONTHLY LUNCHEON MEETING Subject: "Training Programs Covering Opportunities For Women in War Industries". Speakers: Dean A. B. Newman, Dean of Engineering, College of City of N. Y. and War Manpower Commission; Lieut. Comm. E. B. Erickson, Selective Service System; James B. Rossell, Second U. S. Civilian Service Region; and Richard C. Brockway, U. S. Employment Service. Open to members and guests. Luncheon, \$1.25. Contact: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 15 1:00 P.M. Luncheon	EASTER PRELUDE LUNCH- EON FASHION SHOW	FROMM SILVER FOXES MME. ET LA JEUNE FILLE MME. ARANKA	PLAZA HOTEL PERSIAN ROOM
	At this joint showing, choice summer ensembles stressing the use of luxurious Fromm Silver Foxes (275 7th Ave.) will be modeled over custom-made fashions by Mme. Lyolene of Mme. Et La Jeune Fille (30 E. 54th St.) topped off with hats by Mme. Aranka (19 E. 56th St.). Open to public. Luncheon, \$2. Press by invitation. Fromm Publ.: Zan Diamond, MU. 2-4058. Mme. Et La Jeune Fille, PL. 3-1087. Aranka Publ.: Ann Roundtree, RE. 7-2417. Plaza Publ.: Alma Zaiss, PL. 3-1740.		
Thursday April 15 2:30 P.M. (Postponed from 4/12)	"HOW TO DO" FORUM ON SLIP COVERS Housewives will be taught, free of charge, in this "How To Do" forum, how to make slip covers by expert upholsterer. He will demonstrate how to cut and fit the covers, and the head of the sewing school will demonstrate how to sew them. Open to Press and public. Publ.: Constance Bartel, PE. 6-5100.	GIMBEL BROTHERS	B'WAY AT 33RD ST. 7TH FLOOR
Thursday April 15 4:00 P.M.	ANNUAL MEETING AND GENERAL FORUM The problems of the House Dress Industry will be discussed with representatives from OPA and WPB with special discussion on MPR-287. Dinner follows. Further information from: Mr. M. J. Lovell, MU. 4-7590.	HOUSE DRESS BULLETIN	ASTOR HOTEL B'WAY AT 45TH ST.
Friday April 16- April 18 12 Noon- 11:00 P.M.	1ST ANNUAL GREENWICH VILLAGE ANTIQUE SHOW This is a benefit show for the Greenwich House Health Committee and the Music Box Canteen. A newly formed Village antique dealers association will set up interiors with their own furniture, and various persons of note will show individual pieces from their private collections. Board chairman of Greenwich House is Marshall Field. Open to public. Admission: 55¢. Contact: Mrs. Brown, CH. 2-4140.	GREENWICH HOUSE HEALTH COMM. & MUSIC BOX CANTEEN	GREENWICH HOUSE 27 BARROW STREET
Friday April 16 1:00 P.M. Saturday April 17 9:30 A.M.	ANNUAL HOSE CONVENTION This year's annual convention of National Association of Hosiery Manufacturers will be an industry conference to discuss the problems confronting hosiery during a war economy. Open to industry. For further information: Mr. Ball, Nat'l Assoc. of Hosiery Mfrs., 486-4th Ave., N.Y.C., MU. 4-5412.	NATIONAL ASSOCIATION OF HOSIERY MANUFACTURERS	WALDORF ASTORIA HOTEL ASTOR GALLERY
Mon. 4/19 1:00 P.M.	SEE PAGE 2 ITEM 6 FOR DETAILS.		
Tues. 4/20	NO LUNCHEON FASHION SHOW IN OVAL ROOM OF RITZ CARLTON DURING HOLY WEEK		
Wed. 4/21	NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK		
Thurs. 4/22	NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK		

April 25	<u>EASTER SUNDAY IN NEW YORK</u>		
Easter Sunday April 25 Noon On.....	EASTER LUNCHEON AND CONCERT The pretty Cotillion Room at the Pierre expects a big Easter Luncheon crowd and will present the Uptown Russian Cathedral Choir in special Easter music from 3 to 5:30 P.M. Luncheon, a la carte. Publ.: Mr. Lynch, RE. 4-5900.	PIERRE HOTEL	5TH AVE. AT 60TH ST. COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>EASTER SUNDAY IN NEW YORK (Continued)</u>			
Easter Sunday	EASTER SUNDAY BRACER BREAKFAST	MADISON HOTEL	12 EAST 58TH STREET CAFE
April 25 12:00 Noon	No fashion event planned for Easter Sunday at the Madison. Breakfast as usual, \$1.75. Reservations must be in at least two weeks in advance. Publicity: Mr. Sidney Dicketts, VO. 5-5000.		
Easter Sunday	5TH ANNUAL EASTER BONNET LUNCHEON	AMBASSADOR HOTEL	PARK AVE. AT 51ST ST. TRIANON ROOM
April 25 12:45 P.M.	The Ambassador expects its usual Easter Sunday Breakfast following and will serve a special prefix \$2 Easter bruncheon. No special fashion events planned. Publicity: Mae C. Flynn, WI. 2-1000.		
Easter Sunday	GALA RED CROSS EASTER LUNCHEON, TEA-DANCE	AMERICAN RED CROSS	DELMONICO HOTEL MAIN BALLROOM
April 25 1:00 P.M.	AND FASHION SHOW Easter Sunday will be gaily celebrated as a Red Cross benefit at the Delmonico Hotel where the fun begins with luncheon and a fashion show of costumes and hats by Florence and Rejean Reichman, with jewels by Karples. Admission: \$2.75, includes tax and entitles guests to stay through luncheon and on into the afternoon for tea dancing and Easter entertainment. There will be door prizes and grab-bag drawings. All donations gratefully accepted and accredited. Contact: Ann Edison, SA. 2-7104 or VO. 5-2500.		
Easter Sunday	EASTER SUNDAY BREAKFAST	PLAZA HOTEL	5TH AVE. AT 59TH ST. TERRACE ROOM
April 25	Although there is no planned program for Easter Sunday Breakfast or Luncheon at the Plaza, it is traditional for many New Yorkers to drop in there after Church for Breakfast or Luncheon. Publ.: Alma Zaiss, PL. 3-1740.		
Easter Sunday	EASTER MUSIC AT THE CLOISTERS	METROPOLITAN MUSEUM OF ART	AT THE CLOISTERS FORT TRYON PARK
April 25 3:30 P.M.	Admission, free, except Mon. and Fri., when fee is 25¢. From April 26th through May 2nd, open daily 10 A.M.-5 P.M.; Sundays, 1-6. WA. 3-3700.		
Easter Sunday	EASTER TEA- TIME PARADE	WALDORF ASTORIA HOTEL	PARK AVE. AT 51ST ST. FOYER AND TERRACES
April 25 Fashion Show 4:00 P.M. Tea 5:00 P.M.	Easter Sunday will be celebrated at the Waldorf with a tea-time concert by Russian Cathedral Choir. There will be a mid-day dinner at \$5 in the Sert Room; \$4 in the Norse Grill. The minimum cost for tea is \$1 per person. Mannikins will stroll among the tables in the Park Avenue Foyer and on the Terraces, in simple background dresses, by Gothe Modes, with accent on Easter Hats by Aranka. Easter floral designs will brighten the lobby. Open to public. Press by invitation. Publ.: Ted Saucier, EL. 5-3000.		
Monday April 26 12:15 P.M.	AMERICAN DESIGN AWARDS LUNCHEON	LORD & TAYLOR	WALDORF ASTORIA HOTEL GRAND BALLROOM
This annual American Design Award Luncheon by Lord & Taylor presents four \$1000 prizes for excellence in industrial design. Key address will be made by Eric A. Johnston, President of the Chamber of Commerce of the United States. This luncheon is chairmaned by Walter Hoving, President of Lord & Taylor, who will make the presentations. Cost of luncheon, \$2.75. Application for tickets must be made at once through Lord & Taylor Design Awards Committee. Publicity: Charles Nickolai, WI. 7-3300.			



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Tuesday April 27 1:00 P.M. Luncheon	ANNUAL BENEFIT LUNCH- EON FASHION SHOW Annual event in which a number of the best shops on upper Fifth Avenue participate in making this society-sponsored fashion show of value in a style sense and beneficial to these Adoption Nurseries. Exhibitors include Bonwit Teller, Saks 5th Ave., Tailored Woman, Jay Thorpe, Milgrim, Henri Bendel. Open to public. Press by invitation. Luncheon \$3.95 per person. Publicity: Mrs. Timmie Richards, PL. 3-4500.	SPONSORED BY CHAPIN & SPENCE ADOPTION NURSERIES	ST. REGIS HOTEL ROOF
Tuesday April 27 9:00 P.M.	GALA PREVIEW: SOCIETY EX- HIBIT: "PORTRAITS OF WOMEN" FOR WOMEN AND CHILDREN An imposing group of Society leaders is behind the exhibit "Portraits of Women" which will portray the outstanding women of history from the 15th Century up to the present time. Contrasted with these will be portraits of 10 or 12 well-known and attractive women-about-town, whose hair-do's and hats will have been dressed for these portraits in the influence of the earlier schools, especially created by New York's outstanding designers of hair styles and hats, among them Antoine, Miss Jessica and others to be announced. Formal preview by invitation. Exhibit opens to public on following day, Wednesday, April 28, and continues for a month, during which interesting features will be planned and announced. Admission, 50¢ plus tax. All proceeds to the New York Infirmary for Women and Children. Contact: Mrs. Walter Hoving, WI. 2-5353.	NEW YORK INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET
Thursday April 29 12:15 P.M. Luncheon	MONTHLY LUNCHEON MEETING Subject: "Horse Sense or Horse Trading? The Present and The Future of Sound Ready-To-Wear Merchandising". Speaker: Mr. George Engel, Secretary, Jane Engel Inc. Unlimited guest privileges. Luncheon, \$1.65 (incl. tip). Contact: CI. 7-1734.	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Thursday April 29 1:00 P.M. Luncheon	PORTRAITS IN MID- SUMMER HATS Open to public. Luncheon, \$2. Press by invitation. Plaza Publicity: Alma Zaiss, PL. 3-1740.	JEANNE TETE (20 W. 57TH)	PLAZA HOTEL PERSIAN ROOM
Friday April 30 9:00 P.M.	ANNUAL NEWSPAPER GUILD BALL Elsa Maxwell will be Mistress of Ceremonies at this year's Newspaper Guild's annual ball. In addition to the usual distinguished Broadway entertainers and name bands that appear, the evening will feature a number of "page one" awards to stars of stage, screen and radio, for outstanding accomplishment in their fields during the past year. Awards will go to Duke Ellington, band leader; Martin Block, announcer; and the Golden Gate Quartet. Queen of the ball will be the prettiest copy girl on any New York newspaper. Proceeds to the New York Labor War Chest. Admission \$1.65 in advance; \$2.20 at door. Publicity: Harold Harris, Brooklyn Daily Eagle, MA. 4-6200.	NEWSPAPER GUILD OF NEW YORK	ASTOR HOTEL GRAND BALLROOM
Saturday May 1	69TH RUNNING OF KENTUCKY DERBY Broadcast by Ted Husing and Clem McCarthy over CBS: 6:15 to 6:45 P.M., EWT.		CHURCHILL DOWNS LOUISVILLE, KENTUCKY
Monday May 3-8	5TH ANNUAL NATIONAL POSTURE WEEK With millions of women in war work, Posture takes the spotlight as one of the most important features in the physical fitness program during the national emergency. Slogan of this year's event: "Fitness for Victory" will be dramatized with full-color posters available to industrial plants	SPONSORED BY S. H. CAMP & CO.	THROUGHOUT COUNTRY

(Continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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(Continued from preceding page)

that employ women, to schools and colleges and women's clubs and to stores for window and interior display. National Posture Week presents a good opportunity for stores to participate in a program for tie-ins with government-approved plans for physical fitness and safety. For merchandising suggestions and tie-ins, contact: Mr. Frank Kaufman, S. H. Camp, CH. 4-5798.

Tuesday May 4	FASHION SHOW AND COCKTAIL PARTY	MURIEL JOHNSTONE	HAMPSHIRE HOUSE 150 CENTRAL PARK SOUTH
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4:00- A gala send-off to inaugurate a new line of Old South "Cotton Blossom" toiletries, introduced by Bonwit Teller, and 73 leading stores across the country. Coordinated are Southern prints, pastel cottons, rayons and cotton laces, David Crystal cotton sports dresses; Capri dressy pastel prints and others, all stressing the Old South patterns. Preview by invitation. Contact: Muriel Johnstone, 9 Rockefeller Plaza, N.Y.C., CI. 5-7880.

Sunday May 9	"MOTHER'S DAY" PROMOTION PLANS	NAT'L COMM. ON OBSERV- ANCE OF "MOTHER'S DAY"	RETAIL STORES THROUGHOUT COUNTRY
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The celebration of "Mother's Day" this year has a war-time slant. It begins with presentation of a poster "Remember Mother--The Bravest Soldier of Them All", designed by Lieutenant McClelland Barclay, to Mrs. Edward Rickenbacker, wife of famous aviator-hero. To enable retailers to get additional volume out of this gift-giving day, the Trade Promotion Committee for "Mother's Day" has a number of promotional suggestions and many display ideas available to retailers on request. For revenue-raising helps, contact: Irving K. Edwards, Gray Advertising Agency, CH. 4-3900.

Monday May 10 June 5	BELMONT SPRING RACE MEET General admission, \$1.50; Clubhouse, \$4.	WESTCHESTER RACING ASSOC.	BELMONT PARK ELMONT, L. I.
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Contact: WI. 2-4996.

Wednesday May 12	COTTON LUNCHEON FASHION SHOW	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL STARLIGHT ROOF
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1:00 P.M. Arnold Constable will tell New Yorkers how to face Summer in a luncheon showing of cotton fashions on the Starlight Roof of the Waldorf. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.

Monday May 17- May 22	1943 NATIONAL COTTON WEEK	SPONSORED BY COTTON TEXTILE INSTITUTE & NATIONAL COTTON COUNCIL	THROUGHOUT THE COUNTRY
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In line with current trend toward streamlining trade events for the duration, this year's National Cotton Week has been shortened from ten to six days.

"Cotton's vital and many-sided war-time role should be a timely and productive merchandising theme for wholesale and retail merchants and others participating in the 1943 observance of Cotton Week." The official 16" x 19<sup>3</sup>/<sub>4</sub>" red, white and blue poster will be supplied on request for display in stores, showrooms and public places by the Cotton Textile Institute, 320 Broadway, N.Y.C. Consult the Institute also on other merchandising tie-ins now being arranged. Publicity: Virginia Jewel, WO. 2-0270.

#### DATES AHEAD

Apr. 14	PAN-AMERICAN DAY	(Wed.)
Apr. 18	PALM SUNDAY	
Apr. 20	1ST DAY OF PASSOVER	(Tues.)
Apr. 23	GOOD FRIDAY	
Apr. 25	EASTER SUNDAY	
May 9	MOTHER'S DAY	(Sun.)
May 15	STRAW HAT DAY	(Sat.)

#### RED LETTER WEEKS

Apr. 19-24	NATIONAL GARDEN WEEK
Apr. 25-5/1	NATIONAL BABY WEEK
Apr. 26-5/1	NATIONAL FOOT HEALTH WEEK
May 1-8	NATIONAL EGG WEEK
May 1-8	AMERICAN HOME WEEK
May 1-8	NATIONAL FISHERMEN'S WEEK
May 2-9	NATIONAL MUSIC WEEK



MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "EDGE OF DARKNESS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.  
 April 9 Warner Bros. presents Errol Flynn's first new picture since his vindication in the famous trial. Co-starred with Ann Sheridan. Clothes by Orry-Kelly. Publicity: Eve Siegel, CI. 6-1000.

Sunday.....SWING MUSIC AT CARNEGIE HALL 7TH AVE. AT 57TH STREET  
 April 11 Barney Josephson of Cafe Society is sponsoring this concert for the benefit of the Ambijan Committee, to buy watches for the Soviet Army Officers, Doctors and Nurses at the fighting front. Clifton Fadiman will be Master of Ceremonies. Program includes Cafe Society stars, Hazel Scott, Georgia Gibbs and the Golden Gate Quartet. Tickets: \$2.20 and up. Contact for tickets: Nan Golden, MU. 3-1949. Publicity: Ivan Black, PL. 3-1049.

Week of.....SPRING BALLET SEASON, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET  
 Monday Mon., April 12--"SYLPHIDES", "PETROUCHKA", "PRINCESS AURORA"  
 April 12 Tues., April 13--"ROMEO AND JULIET", "THREE VIRGINS AND A DEVIL",  
 8:30 P.M. "DARK EYES", "HELEN OF TROY"  
 Wed., April 14--"ROMANTIC AGE", "FANTASTIC TOY-SHOP", "PAS DE QUATRE",  
 "HELEN OF TROY"  
 Thurs., Mat., April 15--"SYLPHIDES", "ROMEO AND JULIET", "FANTASTIC TOY-SHOP"  
 Thurs., Eve., April 15--"SYLPHIDES", "PILLAR OF FIRE", "PAS DE QUATRE",  
 "CAPRICCIO ESPAGNOL"  
 Fri., April 16--"RUSSIAN SOLDIER", "ROMEO AND JULIET", "BLUEBEARD"  
 Sat., Eve., April 17--"PRINCESS AURORA", "RUSSIAN SOLDIER", "PAS DE  
 QUATRE", "HELEN OF TROY"  
 Sun., Eve., April 18--"ROMEO & JULIET", "PILLAR OF FIRE", GALA PERFORMANCE  
 Costumes by Miles White. Publicity: Gerald Goode, S. Hurck, PL. 3-0820.

Monday.....PRESS OPENING: SPRINGTIME ICE SHOW AND JERRY WALD ORCHESTRA, TERRACE  
 April 12 RESTAURANT AT THE HOTEL NEW YORKER. Press may attend. Contact. Frances  
 10:30 P.M. Crockett, ME. 3-1000.

Tuesday.....PREMIERE: "DESERT VICTORY" (Movie) GLOBE THEATRE, 1555 BROADWAY  
 April 13 Described by all who have seen it as the best documentary film of Rommel's Afrika Korps intercepted by Montgomery's Eighth Army. It may prove to be the best actual picturization of the war. Released by 20th Century-Fox. Publicity: Jeannette Sawyer, CI. 6-0950.

Wednesday...PREMIERE: "TOMORROW THE WORLD" ETHEL BARRYMORE THEATRE, 243 W. 47TH ST.  
 April 14 James Gow and Arnaud d'Usseau play with Ralph Bellamy and Shirley Booth in leading roles. Elliott Nugent will direct and his daughter, Nancy, not quite 10-years old, begins her theatrical career in this play. Producer: Theron Bamberger. Settings by Raymond Sovey. Costumes supervised by Bianca Stroock. Publicity: Leo Freedman, LA. 4-5119.

Wednesday...OPENING: NEW YORK'S NEWEST INTIMATE SUPPER CLUB: "THE BLUE ANGEL", 152 E. 55  
 April 14 Run by Herbert Jacoby, former owner of Le Ruban Bleu. Typical French entertainment. Publicity: Dorothy Kay, LE. 2-4536.

Thursday....PREMIERE: "FLIGHT FOR FREEDOM" (Movie) RADIO CITY MUSIC HALL, 6TH AT 50TH  
 April 15 This is RKO's first April picture starring Rosalind Russell, Fred MacMurray and Herbert Marshall. It has a war background and has had good advance notices. Costumes by Adrian. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday....PREMIERE: "HANGMEN ALSO DIE" (Movie) CAPITOL THEATRE, B'WAY AT 50TH ST.  
 April 15 This is United Artist's Czechoslovakian-background picture with Anna Lee, John Carradine and Brian Donlevy. Publicity: Robin Harris, BR. 9-7300.

Friday.....6 PERFORMANCES IN NEW YORK, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.  
 April 16 Fri., April 16, 8:30 P.M.--"FAUST"  
 Sat., April 17, 2:00 P.M.--"THE MARRIAGE OF FIGARO"  
 Fri., April 21, 7:15 P.M.--WAGNER'S "PARSIFAL"  
 Publicity: Constance Hope, PL. 3-3390.